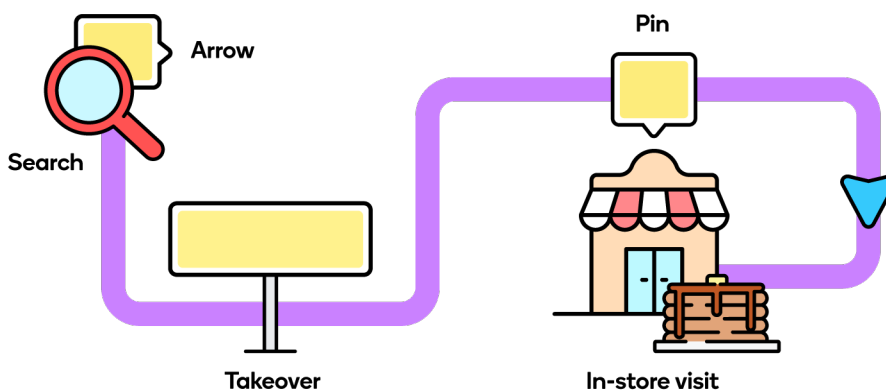**wazeads**

How each Waze Ads format helps you stand out

Ready to get noticed in your community? Use **Arrows**, **Search**, **Takeovers**, and **Pins** to connect with people along their routes.

Reach people at key moments

Waze Ads is an easy way to promote your business throughout influential moments of a drive. Use the different ad formats to help people learn about your business and get them through your front door.

Arrow

Search

Takeover

Pin

In-store visit

? **Did you know?**

The most impactful campaigns use all four ad formats to reach people at every stage of their journey, unlocking the true power of Waze Ads.

Arrows: Get noticed right away

Right after a user opens Waze, an Arrow will appear on the Waze map and show them which direction to find your business.

Arrows help nearby customers find your location in three ways:
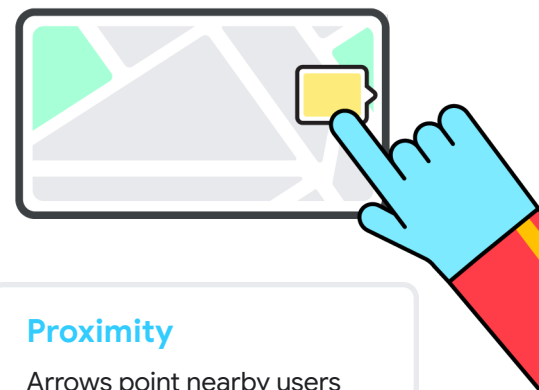
Exclusivity

Users see one Arrow per session, which puts their focus on your business.

Timing

Because Arrows appear before a drive, they can catch a user's attention while they choose a destination.

Proximity

Arrows point nearby users toward your business before it's visible on the Waze map.

💡 **Pro Tip**

Arrows have the highest engagement rate of all Waze Ads formats, so use them to help people associate your business with a specific location.

wazeads

Search: Help people find you

Most Waze navigations start with a search such as "gas," "fast food," or "coffee." This makes Search ads great for reaching people as they're on the go and looking for businesses like yours.

When you create a Search ad, you make sure that your business and logo are at the top of the search results. That makes it simple for people to find and visit your location.

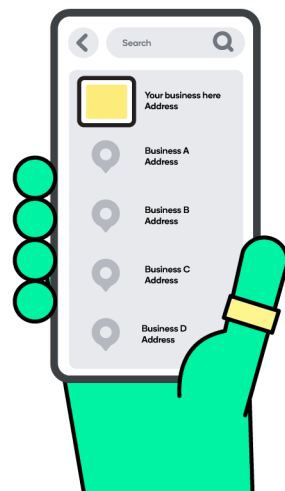Search ranking takes into account a variety of factors, such as:

Relevance
Users only see results that fit their search terms.

Proximity
Nearby locations typically appear first.

Budget
A bigger investment boosts your search ranking.

💡 **Pro Tip**

Search ads are free when you have an active Waze Ads campaign with any other format.

Takeovers: Get maximum visibility

Takeovers are like billboards for your business. They provide increased visibility and reach to help your business stand out along a person's route. When a user's vehicle comes to a complete stop, a Takeover puts your business or promotion front and center.

Takeovers are the most impactful solution to get your business noticed and drive foot traffic for three reasons:

Size
Takeovers are the largest ad format and place your business in a premium position to get noticed.

Reach
Takeovers offer maximum reach and will appear to users at influential moments along their route.

Control
Takeovers give you complete control to customize your ad to build strong brand and product awareness.
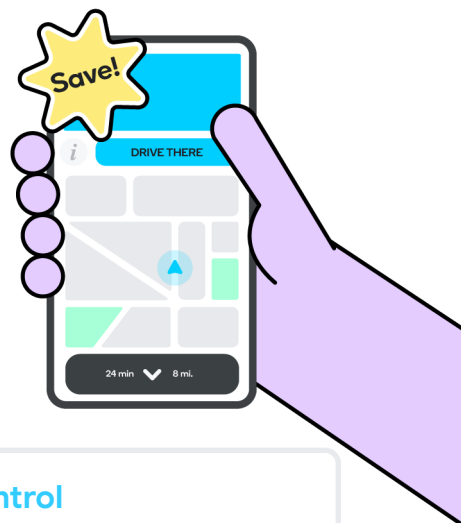
❓ **Did you know?**

Takeovers only appear when a user's vehicle is stopped and they're engaging with Waze.

Pins: Get people through your door

Pins are like digital store signs for your business, designed to always be available to help people discover relevant places along their routes.
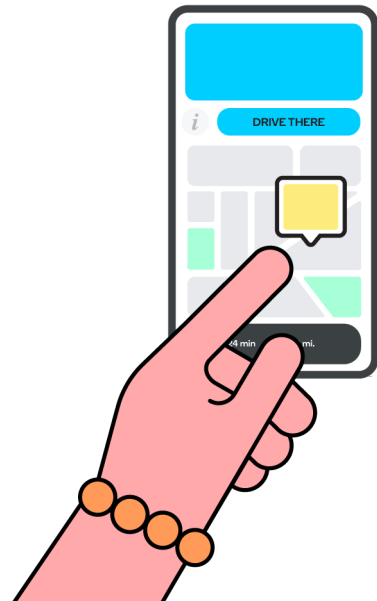
Pins are most effective at driving two key aspects:

Visits

When a user sees your business on the Waze map, they're one click away from navigating right to your door.

Recall

Continuous exposure on the Waze map helps users remember where you're located for future visits.

Pro Tip

Add a Location Personality badge to your Pin to promote drive-thru or curbside pickup offerings at your business. Businesses that use these badges see a 35% average increase in engagement.[1]

Drive the greatest impact with all formats

Each Waze Ads format is effective on its own. But when used together, they're even more powerful.

Whatever your goal, using a combination of ad formats is the best way to maximize the reach, frequency, and impact of your Waze Ads campaigns. Use all four formats to help people learn about your business and get them through your front door.
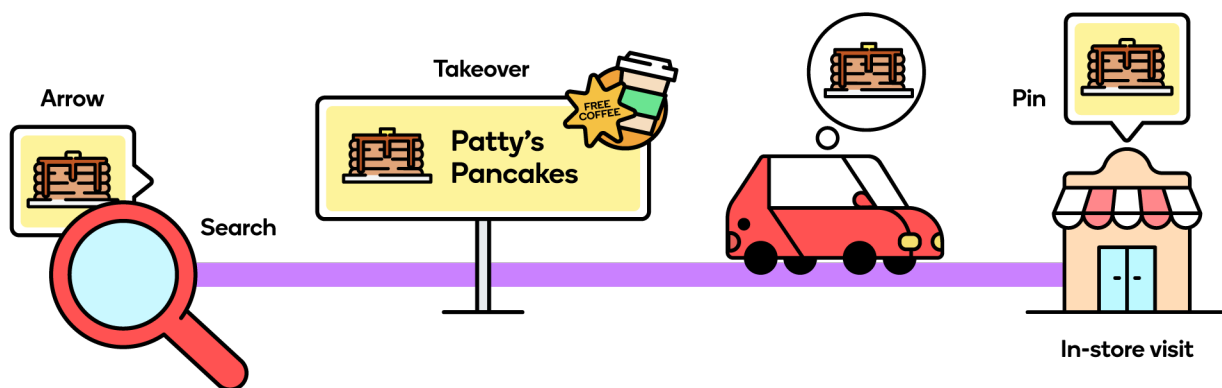
Create your next Waze Ads campaign today